

International Education Week



Logo



green with blue type



blue with white type

These are the main logos that should be used in promoting IEW, but versions below can be used for readability issues on certain pictures or colors



green with white type

This version with white text can be used if the darker text does not contrast enough with the background as seen in one of the IEW posters on the third page.



white



charcoal

The white and charcoal versions can be used with contrast and readability like the IEW video thumbnail on the third page.



blue with place for school logo



green with place for school logo

These versions allow schools the opportunity to place their own logo into the IEW logo for promotion of IEW or specific IEW events.

[download logo package](#)

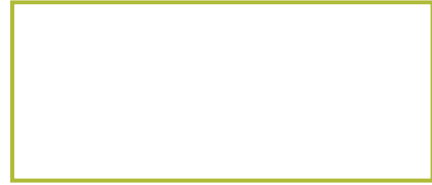
Logo

International
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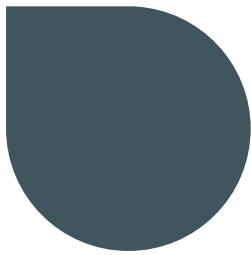
+



+



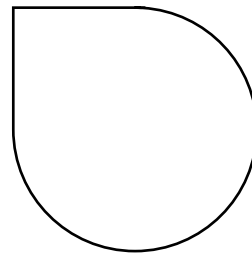
Color



RGB 64,86,92
CMYK 76, 54, 52, 30
HEX 3e5459
Pantone 2217 U



RGB 198,209,45
CMYK 27,4,100,0
HEX c5d12d
Pantone 381 U



RGB 255,255,255
CMYK 0,0,0,0
HEX ffffff

Typography

MONTSERRAT REGULAR
MONTSERRAT LIGHT

Use of the Logo



Facebook overlay, the **Photoshop (PSD)** file can be used to add a custom Facebook profile picture or you can use the **png** to use the photo provided. You can also send the FB overlay with your audience by **sharing this link, <http://profile.actionsprout.com/o/C8C7C7>**



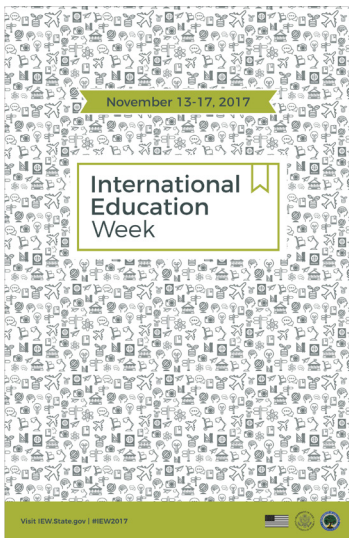
Snapchat filter, the **PNG** file with the transparent background can be sent to Snapchat and used as a **geofilter** for your campus or event. The geofilter will appear in a specific area and anyone can access the IEW filter if they are in that area. **See here for more details, snapchat.com/geofilters**



YouTube thumbnail, the **Photoshop (PSD)** file allows you to pick your own photo or you can use the **JPEG** file with the current photo



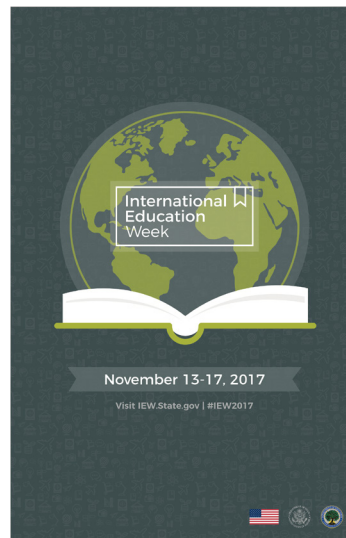
Facebook Cover photo, the **Photoshop (PSD)** file allows you to pick your own photo or you can use the **PNG** file with the current photo



Poster option 1



Poster option 2



Poster option 3



Passport to the World Poster option